

## Questions and Answers

### RFI 11-F

1. Can you please share the grant application from OJJDP? **Please see attached.**
2. When does the project begin (we know the contract begin date goal is 6/1/11, but is that when the project actually starts)? **June 1, 2011 is the date we wish to begin the project, which corresponds to the beginning of the federal award period.**
3. When does the project end? **The contract will last 2 years.**
4. The RFI describes two phases of the project. Does ICJI have a desire for how long each phase lasts? **The length of each phase will be determined by ICJI, the Indiana State Excise Police and Contractor.**
5. How many ICJI team members are there? What are their roles and responsibilities? What percentage of their time is devoted to this effort? **The Youth Division of ICJI manages the EUDL federal grant. There are currently 4 members of the division; however, there is no one person dedicated 100% to EUDL activities and this is why we need a contractor to serve as EUDL coordinator.**
6. Does ICJI envision hiring a firm that offers full services (i.e., ad campaign development, media buying, earned media generation, and project coordination) or does ICJI already have a plan to execute the campaign and simply needs assistance with coordinating the project? **ICJI has a plan that has been submitted to OJJDP and needs assistance coordinating the project.**
7. What marketing resources (e.g., social media sites like Facebook, email blast capabilities, print / outdoor advertising, broadcast, PSA's) are already in place? **None; however ICJI's Communications Division director has relationships with various advertising agencies across the state and will assist with all marketing.**
8. Does ICJI have a steering committee in place for this effort, and, if so, who is on the steering committee? **At this time, there is not a steering committee in place for this effort, but this is one of the goals for the project.**
9. Are law enforcement agencies aware of this effort? Are there already written Memoranda of Understanding in place or will MOU's need to be drafted and executed? **We plan to work with the Indiana State Excise Police on this effort; once plans are finalized, an MOU will need to be drafted and executed.**
10. Have the Indiana Colleges and Universities as well as Middle and high schools across the state to be targeted been identified? Is there a list available for review?

Not at this time. Data is currently being gathered to see which Indiana university (ies) might be targeted first.

11. Does a list of specific tasks related to the expectations of the coordinator position exist for review? **See attached.**
12. Will the selected vendor be expected to develop the program model and materials for implementation or work with a pre-existing, pre-defined model? **The model for the program has already been developed and outlined in the OJJDP grant application. However there have been no materials developed for implementation.**
13. Please confirm that it is the State's expectation that the selected vendor will be responsible for creating the innovative media campaigns to be utilized in the operation? **The contractor will work with ICJI's Youth Division and Communications Division directors to create and develop the media campaigns.**
14. If ICJI wants to have a contract in place by June 1, 2011, when is the expected project start date? **It is our hope that the project will begin soon after the contract is in place. The first phase of the project is scheduled to begin at the beginning of 2011-2012 school year.**
15. Is it the expectation of IDOA and ICJI that the selected vendor become responsible for providing Program workspace as part of the coordination effort? **It has been my experience that contractors are typically responsible for using their own work space.**
16. Does a timeline exist for respondent selection, contract negotiations, award, and start date? **RFI responses are due April 25, 2011. The responses will be scored and a selection made by mid-May, with the hope of the contractor being in place by June 1, 2011.**